

TEPP & Partners'

Statewide News

M ACTUPP's

GASO & SLogo Contest, both of these ADHS TEPP sponsored events, were promoted and conducted on five community college and university campuses. College student volunteers received training on the Five A's prior to the GASO event and assisted MACTUPP in staffing booths on the following campuses: Mesa, Paradise Valley, Scottsdale, Gateway Community Colleges and ASU West. Approximately 500 students were reached. More on p2.



Think Pink? Camel Target Is On Women



R J Reynolds is targeting females with Camel No. 9, tobacco products in a campaign that promotes the tobacco products as being "light & luscious." Camel's new sleek look is geared towards females. The nonmenthol's pack is black, accentuated with hot pink. The menthol pack is black and

teal. The New York Times article says "The next time R. J. Reynolds Tobacco asks smokers to walk a mile for a Camel, watch how many of them are in high heels." More on p3.

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MACTUPP also conducted their third annual SLOGO contest.

The contest incorporates the knowledge gained by students in their Intensive Tobacco Use Prevention Programs on the dangers of tobacco use and allows them to show their creative side. Schools participating in the Intensive Program may enter one submission per classroom. This year there were 273 classroom entries. MACTUPP is currently in 425 schools with the Intensive Tobacco Use Prevention Program. This year's contest was held from January 16th-February 16th and asked 4th-8th grade students participating in the Maricopa County Tobacco Prevention Program to create both an anti-tobacco slogan and a logo. Over 250 entries were received from schools all over the County and four were chosen as winners. Madison Meadows Middle School received 1st place in the 6th-8th grade division and The ACES East received 2nd place. St. Mary-Basha placed 1st in the 4th-5th grade division with Long Elementary receiving 2nd.



Prizes for the contest included water bottles, messenger bags, T-shirts, and CD cases with the winning "SLOGO" on them, as well as an assembly with the Phoenix Suns Gorilla and a Van Stop from Power 98.3.

MACTUPP's Youth Advocacy

MACTUPP offers training primarily to schools who implement the Intensive Tobacco Use Prevention Program. The adult training is for adult leaders who want to help youth become effective peer leaders and advocate for healthy lifestyle choices. The youth training is for students who are already in an established campus club or want to start a campus club. The training instructs youth on how to organize and establish a club, how to be an effective peer leader and advocate for healthy lifestyle choices. Both trainings come with

a supplemental Youth B.E.A.T. (Being Educated About Tobacco) Guide as a reference for future planning efforts. To date, 90 youth and 48 adults have been trained.

Since 2003 the Youth Advocacy Initiative has:

- * Empowered and motivated over 350 students to take action against tobacco and other issues in their schools, communities and local youth organizations.
- * Provided interactive trainings for youth and adults on youth activism, peer leadership, refusal skills, presentation skills and tobacco prevention information.
- * Worked with 4th – 8th grade students across Maricopa County to develop youth advocacy clubs on school campuses.
- * Provided technical assistance for already existing youth advocacy programs such as Boys and Girls Clubs, YMCA, after-school programs and youth diversion groups.

More about MACTUPP...

MACTUPP is currently finalizing a logo contest to revive its IGNITE program. IGNITE stands for Influence, Guide, & Network for Intercollegiate Tobacco Education. This is a program to educate college students on tobacco-related issues and involve them in creating and modifying current campus policies. More on MACTUPP can be found at their website www.mactupp.org. <<



Reynolds, eager to increase sales of its fast-growing Camel brand among women, is introducing a variety aimed at female smokers.

The new variation, Camel No. 9, has a name that evokes women's fragrances like Chanel No. 5, as well as a song about romance, "Love Potion No. 9." Advertisements are running in Spring issues of women's publications such as *Glamour* and *Vogue*.

Event marketing includes sampling at nightclubs. Cheryl Heaton, CEO of the American Legacy Foundation, which oversees the national anti-smoking Truth campaign aimed at youth said, "The sad part is, this product is just more of the same," adding, "More women die of lung cancer than breast cancer, by a wide margin, yet tobacco companies still want to increase their market share among women."

Article from the *New York Times*, February 15, 2007

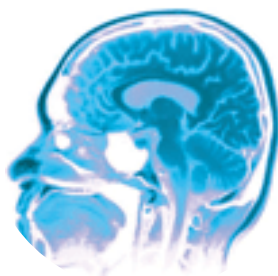
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Spanish Interventions by HCP

The HealthCare Partnership (HCP) at The University of Arizona has developed and demonstrated an innovative approach to serving the needs of the Spanish-speaking Arizona population. In addition to the certification, continuing education and other collaborative programs the HCP provides throughout Arizona, this project supported community health outreach workers (promotores) in their efforts to reach culturally isolated, low socio-economic status, Spanish language-dominant people with effective intervention strategies to reduce tobacco use. Promotores Contra el Tabaco en la Frontera, funded by the American Legacy Foundation and ADHS TEPP, included a culturally and linguistically adapted computer-based educational program, along with face-to-face workshops.

A group of 19 Spanish-speaking promotores and other health workers from various border communities including Yuma, Nogales and Tucson, participated in a four-day workshop in June 2006. Participants gained skills and knowledge which they brought back to their home communities to provide effective interventions to help those who use tobacco, as well as their families, friends and neighbors. This innovative Spanish-language instructional program is now available to serve the needs of Spanish-speaking populations for use by promotores and other health and human service providers in Arizona, nationally and internationally. <<



Spot of brain that controls urge to smoke was identified

According to an article in the journal "Science" published Jan. 26, 2007, smokers with damage to a certain brain region often stop smoking immediately-without cravings.

The study says that a walnut sized region in the brain called the insula plays a key role in nicotine craving.

The team of researchers studied 69

people who had suffered brain damage, usually from stroke. They identified 13 people who had been smokers previously. Of the 13, 12 had stopped smoking within a day of brain injury.

One of the study participants, who previously smoked two packs a day said he "forgot to smoke."

The new findings may lead to further research into addiction and the brain.

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Mohave COUNTY

On March 8th, in Lake Havasu, 50 business owners and organizations attended a free "Smoke Free Arizona" workshop. The workshop was a collaborative effort by Mohave County Tobacco Use Prevention Program (McTUPP), AZ Health Links and the Havasu Chamber of Commerce.

Carol Smith-Carter, McTUPP Coordinator, explained the Smoke Free AZ Act that takes effect May 1, 2007. Smith-Carter stated "the purpose of the public workshop is to help local establishments understand and prepare for the new law." The Havasu workshop was the first in a series of three offered to the public. Additional workshops were provided in Kingman on March 20th and Bullhead City on April 12th. <<

ADHS TEPP Update

Partner's Meeting Highlights

The quarterly meeting on March 14 - 15, had an energized crowd! In addition to learning the PersonalFoul dance led by Sue Briody from the ADHS TEPP Marketing team, the community partners were able to share best practices on the areas of niche marketing, sponsorships, NRT, and evaluation. Additionally they had intense roundtable discussions about issues such as vendor education,

youth empowerment, cessation recruitment techniques, evaluation methods, and efforts to reach disparate populations throughout the state. Notes from the meeting discussions will be coming soon.

ADHS TEPP partners also had an opportunity to meet and greet Wayne Tormala, new Bureau Chief, and some of the newest additions to the team. The ADHS TEPP team received enormous positive feedback in regards to the new format of the meetings. <<

About Wayne Tormala

Wayne has been working in the human services field for 34 years, where he has enjoyed a career in both the public and private sectors implementing and advocating for public policies affecting the lives of at-risk populations. Wayne has tackled a breadth of issues in his career, including world hunger, health, HIV/AIDS, environmental conservation, social welfare, and economic development. In his current role as Community Initiatives Coordinator for the City of Phoenix, Wayne cultivates and manages broad-based community



coalitions in addressing the systemic causes of poverty, and in developing innovative community-based efforts that help impoverished people attain levels of sustainable self-sufficiency. His current efforts are focused on initiatives that build community capacity to address poverty, and include the City of Phoenix Earned Income Tax Credit Campaign, Financial Education Program, Family Self-Sufficiency Program, and

Faith-Based Initiatives, the latter of which encompasses a wide range of Christian, Jewish, Muslim, and Buddhist traditions.

Wayne is looking forward to starting his full-time duties with ADHS TEPP, and is eager to work with staff and community partners in launching a model program for reaching all Arizonans through the participation and shared mission of a broad-based statewide network. <<



Top: Joann Boyd and Suns Gorilla
Left: PersonalFoul dance contest

Joann Boyd, from Graham County, was the PersonalFoul Dance Contest Winner

Joann is the new Health Educator for Graham Alliance on Tobacco Education. In second place was Stephen Michael, from ASHLine.

Meet Gowri



Gowri Shetty joined the TEPP team on April 2 in the position of Sr. Epidemiologist. Gowri is completing her PhD in Epidemiology and has extensive experience in program evaluation. <<



Marketing Update - New Sponsorship Policies

Beginning in Fiscal Year 2008 we will be considering sponsorship opportunities for ADHS TEPP twice per year. These sponsorship opportunities are for special events that are not already outlined in your contracts. Sponsorship dollars are not limited in distribution -- that means any organization in the state can apply.

Sponsorship applications will be accepted by ADHS TEPP only twice per year based on the following application and award cycle:

- Apply by June 3, 2007 for funding of sponsorships from July 1, 2007 through December 31, 2007. Sponsorships will be reviewed in June and awarded (applicants will be notified of ADHS TEPP's intention to sponsor) by June 30, 2007. (Please note: after FY2008 the deadline for July through December sponsorships will be April 1).

- Apply by November 1, 2007 for funding of sponsorships from January 1, 2008 through June 30, 2008. Sponsorships will be reviewed in November and awarded (applicants will be notified of ADHS TEPP's intention to sponsor) by November 30, 2007. (Please note: after FY2008 the deadline for January through June sponsorships will remain November 1).

Sponsorships submitted will only be considered if they are under \$5,000. No sponsorship over \$5,000 for any one event will be considered.

All sponsorship applications will be reviewed with a strong focus on making sure ADHS TEPP is appropriately represented and that the event is an appropriate and effect venue for dissemination of ADHS TEPP messages.

A letter including the information about the new ADHS TEPP Sponsorship Policies is being mailed to every organization that has received ADHS TEPP sponsorship over the past two calendar years. Additionally, a press release about the new ADHS TEPP Sponsorship Policies, including the June 3, 2007 deadline information, will be distributed by the end of April 2007. Complete details and sponsorship application forms will be available soon. For questions, contact briodys@azdhs.gov. <<

Attorney General's sting operations in your county

The Arizona Attorney General's Office, in conjunction with ADHS TEPP, various Local Projects and local law enforcement agencies, will begin a media and enforcement campaign on April 25, 2007. The purpose of the campaign is to inform the public that the sale of tobacco to minors is illegal and that the Attorney General's Office conducts undercover inspections on retailers throughout Arizona to enforce laws prohibiting these sales. Five counties have been selected for this campaign: Yavapai, Mohave, Pima, Yuma and Maricopa. An advertisement will run in the local paper in each county informing the public about Arizona's youth access law and advising them of the ongoing undercover inspections that are performed all year. The Attorney General's Office and local law enforcement officers will then conduct undercover compliance inspections in that county. The operation will be followed by a second full-page advertisement in the same local paper that identifies those retailers who passed or failed their inspection.

After a similar campaign was run in 2004, the Attorney General's Office observed a sharp decline in illegal tobacco sales in those counties that were targeted. The campaign also generated a lot of positive press. We hope to have similar success with this year's campaign. Undercover inspections will be conducted in the following counties on the following dates:

April 28, 2007: Yavapai (Prescott & Prescott Valley)

May 5, 2007 : Mohave (Kingman)

May 12, 2007 : Pima (Tucson & Marana)

May 19, 2007 : Yuma (Yuma)

May 26, 2007 : Maricopa (Phoenix, Tempe, Mesa, Glendale & Peoria)

Thanks to all of the Local Project coordinators and ADHS TEPP staff that have been working with the Attorney General's Office in making this happen. <<

Continuing Education

The HealthCare Partnership at The University of Arizona has recently received approval for the Tobacco Dependence Treatment Continuing Education Program by the Arizona Nurses' Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation (ANCC) as well as The University of Arizona College of Pharmacy, an accredited provider by the Accreditation Council for Pharmacy Education (ACPE). This accreditation will enable the HealthCare Partnership to expand its audiences currently receiving continuing education credit for program participation to include nurses and pharmacists requesting national board recognition.

In an effort to enhance community outreach opportunities, the HealthCare Partnership is working collaboratively with the Arizona Association of Community Health Centers to promote program implementation for staff training. Additionally, on-line continuing education activities are currently under development for the later part of 2007. Stay tuned for additional updates! <<

The 5th Annual Best of the West Educating, Training, and Collaborating on Tobacco Control Conference coordinated by the Coalition for Tobacco Free Arizona. This year the conference will be held at 100% smoke-free Pointe South Mountain Resort <http://www.pointesouthmtn.com/>. Representatives from across the southwest including Arizona, California, Colorado, Nevada, New Mexico, Texas, and Utah have been invited to help plan, implement, and speak at the conference. If you or your colleagues from the state mentioned above would be interested in presenting at the conference please visit the CTFA website at www.tobaccofreeaz.org between April 1-May 30, 2007 to submit an abstract.

Stay tuned for registration information. If you have any questions please feel free to contact Jill Gomez at jgomez@azafp.org or 602-234-0826.

Save the DATES!

Upcoming Events

May 8: CTFA Quarterly Professional Development Meeting

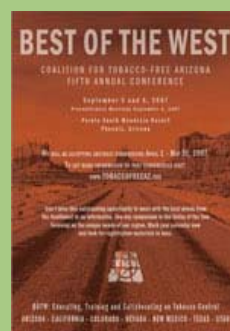
10:00 am - 3:00 pm
Flinn Foundation
1802 N. Central Avenue
Phoenix, AZ 85004-1506
jgomez@azdhs.gov
602.234.0826.

May 9: TRUST meeting

ADHS, 150 N. 18th. Ave.
Room 540A, Phoenix.

June 6-7: TEPP Partner's Meeting Location TBD.

Sep. 4-6: CTFA Conference 5th Annual Best of the West



Learn the PersonalFoul gorilla dance:



STEP 1: SMELLS FOUL

Throw your head back and pinch your nose. Like you just got a whiff of some old gym clothes!



STEP 2: TASTES FOUL

Thrust your body forward and stick your tongue out. Tobacco tastes gross and there's no doubt!



STEP 3: MAKES YOU FEEL FOUL TOO

Now grab your tummy like it really hurts. And jiggle it around in little spurts.



Name the Newsletter Contest!

Please join us in our contest to find a creative, fun, and appropriate name for this newsletter. Contest ends May 15. Submit entries to sloanc@azdhs.gov.



Tobacco Education and Prevention Program

be tobacco free
www.betobaccofree.org

For comments, questions, or suggestions regarding this issue of the newsletter, please e-mail Claudia Sloan at sloanc@azdhs.gov or call at 602-364-0835. I hope you have enjoyed the newsletter! The next issue of TEPPP Statewide will be available in August, 2007. To submit articles and information, please e-mail Claudia Sloan no later than July 30, 2007.